Tapping into the Generosity of Communities of Color
Today’s Agenda

- Benefits of diverse and inclusive fundraising
- Types of giving in communities of color
- Barriers to diversifying our donor base
- Practical tips for success
- Q & A
Benefits of diverse and inclusive fundraising

Why is this important now?
Giving in Communities of Color

- Generous Donors
  - Giving directly to people in need
  - Remittances back to home countries
  - Faith-based institutions
  - Fraternal, cultural, and social organizations
  - Professional, occupational, and business associations
  - Tribes, tribal organizations, and funds
  - Community organizations and funds
  - Civil rights/social justice organizations
  - Cultural/community centers
  - Health clinics, hospitals, and nursing homes
  - Historically black and tribal colleges
Giving in Communities of Color

Organized Philanthropy

Population-Focused Funds
d5coalition.org/tools/pff-directory/
Population-focused funds (PFFs) are giving vehicles established by and for members of racial, ethnic, tribal, gender, sexual-orientation, and other identity-based communities to address critical issues within those communities.

Giving Circles
communityinvestment.org
A giving circle is a group who pool their personal time, talents, and treasure to address social issues in their communities using thoughtful giving strategies.

Affinity Groups
Philanthropists and funders:

- Asian Americans/Pacific Islanders in Philanthropy: www.aapip.org
- Association of Black Foundation Executives: www.abfe.org
- Hispanics in Philanthropy: www.hiponline.org
- Native Americans in Philanthropy: www.nativephilanthropy.org
Barriers to diversifying our donor base
Practical tips for success

- Build on your current strengths and relationships
- Start within your organization
- Sustain mission push to learn strengths and priorities of diverse communities
- Ask/learn how your mission impacts a particular community of color
- Never let a potential prospect walk away
- Remember it’s “development”, not “instant”
- Celebrate success
“What if we don’t change at all ... and something magical just happens?”
QUESTIONS?

COMMENTS?